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In the Claims

1. (Presently amended) A method of displaying on-line content, the method comprising:

monitoring subjective preferences of a user interacting on-line with a remote computing system that is remote from the user, while the user is in one of a plurality of objectively distinguishable local computing environments that is local to the user;

personalizing and storing a plurality of usage profiles in the remote computing system to reflect the monitored subjective preferences for the user corresponding to each of the local computing environments; and

presenting on-line content personalized in accordance with one of the usage profiles in response to the user interacting in an identified one of the local computing environments.

2. (original) The method of claim 1, wherein monitoring subjective preferences of the user further comprises:

determining a unique computing environment by identifying at least one characteristic selected from the group consisting of time of day, day of the week, date, computing location, and computing platform.

3. (original) The method of claim 2, further comprising:

creating a new usage profile in response to identifying a unique computing environment monitored subjective preferences.

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4. (original) The method of claim 2, wherein personalizing the plurality of usage profiles to reflect the monitored subjective preferences for the user corresponding to each of the computing environments further comprises:

creating a new usage profile for the user in response to a comparison of subjective preferences of the user in a one computing environment with subjective preferences of the user in another computing environment.

5. (original) The method of claim 1, wherein monitoring subjective preferences of the user interacting on-line further comprises:

detecting a user physiological response to on-line content.

6. (original) The method of claim 5, wherein detecting the user physiological response to on-line content further comprises detecting eye movement of the user.

7. (original) The method of claim 5, wherein detecting the user physiological response to on-line content further comprises detecting a galvanic skin response.

8. (original) An apparatus, comprising:

a memory; and

a program stored in the memory and configured to monitor subjective preferences of a user interacting on-line in a plurality of objectively distinguishable computing environments,

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to personalize a plurality of usage profiles to reflect the monitored subjective preferences for the user corresponding to each of the computing environments, and to present on-line content personalized in accordance with one of the usage profiles in response to the user interacting in an identified one of the computing environments.

9. (original) A program product, comprising:

a program configured to monitor subjective preferences of a user interacting on-line in a plurality of objectively distinguishable computing environments, to personalize a plurality of usage profiles to reflect the monitored subjective preferences for the user corresponding to each of the computing environments, and to present on-line content personalized in accordance with one of the usage profiles in response to the user interacting in an identified one of the computing environments; and

a signal bearing medium bearing the program.

10. (original) The program product of claim 9, wherein the signal bearing medium includes at least one of a recordable medium and a transmission medium